

G L E N N GUTMACHER

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Huron Consulting Group renowned tier 2 management consulting firm (NASDAQ:HURN)

Director, Global Talent Sourcing, July 2021 - present

- Build sourcing teams in US and India to support dramatic increase in recruiting demand in both locations
- Develop internal services menu, KPIs + metrics, workflows, training + own some interim hands-on sourcing

State Street Corporation institutional finance-focused G-SIB, ETFs pioneer, world's 3rd largest custody bank

Vice President, Global Talent Sourcing & Recruitment Marketing Manager, March 2018 - May 2021

VP, US Diversity Sourcing and Consulting Office, 2015 - 2018

- Structured + oversee FT sourcer teams in India (replacing 6 US-based sourcers) focused on experienced diverse passive talent for priority roles + recurring candidate pipelines across all bank divisions; expanding to EMEA + APAC through 2019 (9 additional headcount in India)
- Active participant in 3-member committee to develop company's first diverse interview slates policy (2016)
- Personally handle select executive sourcing + strategic talent mapping research projects resulting in hires of high-impact SVPs + identifying appropriate locations for new office/team placement
- Develop online + phone diversity sourcing strategies for social networks, industry associations, virtual communities, etc., + work with Marketing, Global Inclusion + University Relations on events strategy
- Started + lead sourcing community of practice + training series globally for recruiters + 1:1's
- Used A/B testing to generate better results for mixed language search, direct outreach + ad campaigns
- Developed reporting + productivity tools using JavaScript, Excel VBA macros + SharePoint to support bridge period to first cloud-based ATS (Workday) + created sourcing-related user acceptance testing scripts
- Evaluate technology vendors: focus on AI + ML for recruiting, sourcing, + non-TA HR use cases
- Added recruitment marketing duties in Oct. 2018, handling paid job board negotiations + other vendor relationships, content strategy, job posting template revamp for new career site launch (PhenomPeople), serve as company admin for LinkedIn (Recruiter seats, Job wrapping), SeekOut + eFinancialCareers

Avanade Inc. \$2B enterprise IT solutions/services firm; Accenture/Microsoft joint venture founded 2000

Group Manager, Talent Sourcing Center of Excellence, 2014 - 2015

Group Manager, Talent Sourcing SWAT Lead, 2010 - 2014

- Build out "internal RPO" model contributing to lowest North America CPH since 2009, generating 1/3 of NA's external full-time non-contract/non-campus total hires. Developed + implemented system to increase candidate response rate, employee referrals, + offshoring online research to get recruiters on phones faster.
- Cost-saving strategy & management: Build out + train offshore team (native Chinese / English 2nd language) to turbocharge candidate pipelining + ATS admin tasks at 2/3 less cost than onshore. Manage junior onshore calling team to conduct phone screens of offshore teams' leads.
- Create comprehensive, standardized, user-friendly sourcing tools to leverage automation (custom bookmarklets, Excel VBA macros, browser extensions, web scraping, Javascript-enabled web search tools + dashboards, etc.) + sortable search string libraries to increase productivity.
- Complete challenging sourcing projects for hard-to-find IT talent using direct sourcing, social networking + virtual communities, advanced boolean search, geotalent heatmapping, etc.
- Implement multimedia email/landing page platform yielding 50% higher response rate than LinkedIn
- Build CI collection system on intranet utilizing RSS feeds + ad hoc data, plus portal prototype launched FY2015 to streamline sourcing requests + tracking between offshore/onshore teams
- Develop best practices in search methods, messaging templates (editorial calendar + progressing cadence) + optimized social media profiles that became company standards promoted by marketing globally
- Employee ambassadors on steroids: Innovated method using Divr.it to automatically redistribute official content via employees' social networks to consistently amplify company brand messages, embraced by global Marketing Dept. as a best practice, contributing to NA region company record-level employee referral rate

Arbita Inc. merger of job posting distribution service RecruitUSA + sourcing training guru Shally Steckerl's consulting firm

Vice President, Arbita Consulting & Education Services (ACES), 2008 - 2010

- Lead profitable division focused on sourcer/recruiter training + consulting to help client firms build candidate pipelines through advanced online + phone sourcing methods.
- Run needs pre-assessments + post-evaluations with corporate recruiting + third-party search firms to help customize and sell in consulting + training offerings to insure value of training/implemented solution.
- Present wide range of profitable customized sourcing + recruiting workshops to dozens of clients, focusing on: Internet + phone sourcing, social media + online communities for sourcing + branding, email campaigns, tools + automation, search engine optimization (SEO) + marketing (SEM) for recruiting, etc.
- Develop new sourcing- + social recruiting-related e-commerce products + services
- Present consistently highly-attended/rated recruiting workshops + webinars at various major conferences + regional recruiting associations such as ERE, SourceCon, SOSU, IPMI, Global TA Day, Kennedy, RCE, AOEP, SMAGC, NAPS chapters, etc.

EXPERTISE

Sourcing

Talent acquisition strategist, manager + trainer @ 4 multi-billion \$ revenue firms

Offshore + Onshore

Building collaborative sourcing teams

Revamping

models + processes

Automating

systems

Increasing Productivity

through online software + custom tools, with transformative impact

Diversity + Inclusion

integration into sourcing, interview slates + other talent acquisition processes

SKILLS

Technical

- JavaScript, Excel VBA, bookmarklets, Google Apps Script, APIs, HTML, CSS
- ATS: Workday, Taleo, PeopleSoft, JobSmart

Public Speaking

Frequent presenter at industry conferences + webinars for the last 20 years

Thought Leadership

- Created the Labs (2009) + Programmers (2017) tracks for [SourceCon](#), the sourcing industry's premiere annual conference run by ERE
- Co-lead two non-profit recruiting industry groups focused on sourcing + diversity (BATSA + DEI Cohort)
- Created the world's first online-focused talent sourcing self-paced e-course (1997)

[Microsoft Corporation](#) world's #1 software company

Recruiting Researcher, Global Central Sourcing Team, 2005 - 2008

- Became go-to resource as online lead in pod model created by Rob McIntosh + Shally Steckerl
- Use wide array of software, online resources + web-enabled tools, + innovative search techniques to find highly-skilled passives who meet specific software development profiles
- Consult with management on systematic improvements to sourcing "pod model" processes
- Work cooperatively with peers to create/implement industry best practice sourcing methodologies
- Conduct internal sourcing training series for recruiting globally; my how-to content posted to the company intranet remains highly used years later
- Lead niche software developer sourcing for Microsoft's six primary global development centers + recruiting competitive intelligence for key companies, universities, communities, awards, etc., in those geographies

[Getronics](#) \$4B enterprise IT services firm HQ'd in Europe; NA divisions merged with Compucom later

Lead Sourcer, Recruiter Trainer & Career Webmaster, Getronics North America 2003 - 2005

- Lead passive candidate sourcing effort for US recruiting team at all levels
- Redesigned + maintained US career site, developed new content + functionality per industry best practices
- Developed + trained innovative sourcing methods, internal + external e-marketing for recruiting
- Above led to finalist nominations in two categories of the 2005 ERE Recruiting Excellence Awards
- Demoed, evaluated + recommended third-party tools to boost recruiting + productivity
- Served as first-line liaison on ATS problems; developed specifications for enhancements

[Community Newspaper Company](#) then Massachusetts' largest newspaper chain, now part of Gatehouse Media

Interactive Product Manager, 1996 - 2000

- Launched + maintained online classifieds site + its TownOnline.com portals for careers, parenting, real estate, newcomers + online personals, one of the world's first successful newspaper-run web ventures
- Helped develop sales marketing collateral, participated on four-legged sales calls, made presentations at clients' industry meetings + trusted online strategist for senior management
- Researched + evaluated third-party vendor alliances; helped install gateway functionality to sites
- Strategized + coordinated repurposing of editorial resources across CNC enterprise for our sites
- Developed + systematized new sources of online content (e.g., career experts for live chats, special columnists, etc.) to complement print publications' weekly content
- Trained staff + wrote online documentation for various editorial, software + Web database procedures
- Developed roster of presenters for job-seeker seminars + 1:1 counselors for all CNC career fairs

FREELANCE EXPERIENCE:

[Recruiting-Online.com](#) Founder/Owner, 1997 - 2015

- Frequently published writer, panelist + speaker at many HR + recruiting conferences: SourceCon 2007-15, LinkedIn Talent Connect 2014, AOEP 2007-15, Bullhorn 2014-15, Recruiting Trends 2008, 2013
- Research, develop, market + present "Advanced Online Recruiting Techniques" seminar + e-course in varied formats to associations + 1000+ recruiters from 100+ companies of all sizes/industries
- Developed + presented Internet sourcing modules at all "Stepping Up to Diversity" seminars presented by [Frank X. McCarthy](#) (2002 - 2003). Clients included Harvard U., Merck, Millipore, etc.
- Official Internet recruiting certification instructor for NEHRA.com (2000), Jobfind.com / Boston Herald (2001) + BostonWorks.com (2002) + developed job-seeker seminars track for all Boston Globe job fairs

EDUCATION AND DISTINCTIONS:

- **Yale University**, New Haven, CT. B.A., *cum laude*, Psychology/Organizational Behavior
- ERE Excellence Awards finalists: "Most Strategic Use of Technology" (for website/ATS/e-communications) + "Most Innovative Recruiting Process or Structure" (in-house executive search), 2005
- EPpy (Editor & Publisher) + Digital Edge (Newspaper Assn. of America) awards for best commercial Web site by a newspaper (beating the Boston Globe, Washington Post, etc.), 1998

BOARDS & MEMBERSHIPS:

- Active committees member, [Association of Talent Acquisition Professionals](#), Jan. 2018 - present: 1) Sourcing Metrics (co-developed industry standards; presented webinar summarizing whitepaper to ATAP membership Oct. 2018); 2) Source Effectiveness (started June 2019, whitepaper issued 2020)
- Leader/Co-Founder, [Boston Area Talent Sourcing Association](#), 2014 - present + [DEI Cohort](#), 2020 - present: Book industry-leading speakers for free in-person events + webinars, + secure sponsors + host site donors for these non-profit groups focused on recruiting, diversity, equity, inclusion + belonging
- Officer, Board of Trustees, Temple Sinai of Sharon, 2008 - 2015
- Society of Competitive Intelligence Professionals, Member, 2004 - 2008
- Northeast Human Resource Association (NEHRA), Member, 1998 - 2003